

**ACTUAL FACTS & METHODS  
WHICH HAVE PRODUCED SALES**

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**H. G. FISCHER & CO., INC.  
CHICAGO**

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H. G. FISCHER & CO., INC.

## PREFACE

This collection of papers is a product of our observation of the results attained by various salesmen through the employment of what appeared to be very different methods. The fact that one man produced sales on account of certain valuable points while another man produced sales on account of entirely different points led us to wonder if it would not be profitable to all the salesmen, as well as to H. G. Fischer and Company, if an effort were made to enable the men to have at their disposal, as nearly as possible, the various methods of all the other salesmen.

In requesting these papers it was specifically set forth that the data we wanted was exactly what the name of the manual implies - "ACTUAL FACTS AND METHODS WHICH HAVE PRODUCED SALES". In so far as possible we wanted to avoid, in these papers, telling a man what to do, what a new man should do, or any advice of that kind. Our idea was to divorce the contents of these papers from theory as much as possible and just record the facts. We specifically asked that each man give us only actual facts and methods which had, in his experience, produced sales.

This collection has not been edited or changed in any material way but is being forwarded to you as we received it in reply to our questionnaire. Intimate knowledge and association with a great many of the contributors has led me to make the explanation below.

In a number of the papers you will find men disclaiming the use of any high pressure methods. By the term "high pressure" they evidently mean dishonest or untruthful methods. Knowing them as I do I must point out the fact that by disclaiming high pressure methods they do not mean that they do not employ extreme insistence on securing the order and great tenacity of purpose in continually explaining to a prospective purchaser the use of the machine, literally almost hounding him to death with repeated calls and insistence until he does give them the order.

This explanation is made on account of the fact that the most successful men on the Fischer sales force have employed work, study, and tenacity of purpose to a marked degree in attaining profitable results. Anything that might create some misunderstanding in the mind of the reader along this line would certainly defeat the purpose of this collection. Hence the explanation.

A. W. Mathis

Chicago, Ill.  
July 17, 1926

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E. W. ERIKSSON

Dear Mr. Mathis:

In response to your letter of April 20th, I am more than pleased to give the little technique that I have together with my ideas on sales to the boys, if I receive in return their versions of "how it should be done".

I can't imagine that there is a thing I know of that's harder for me to do than to tell a man how I sell equipment.

Then again there are men with our organization who have been with us a lot longer than I have (I've been with you actively less than a year) who have a great deal more ability than I have, and if they are willing to give me their ideas I am more than glad to give them mine.

The first thing I learned when I "offered equipment for sale" was that my competitor knew nothing about technique and neither did I. I at that time presumed that probably competitive equipment was being sold in Northern Illinois in spite of the fact that competition was weak on his ability to talk and actually demonstrate technique, so I made up my mind to learn to teach the subject of Diathermy technique rather than devote my time to studying whirlwind salesmanship.

So first as (1) I would say KNOW YOUR SUBJECT and be able to DEMONSTRATE technique, and high pressure salesmanship will take care of itself, rest assured of that.

As number (2) I always REASON and agree with a prospect rather than ARGUE, because arguments are time wasters and do not make sales.

(3) Sell him on your product BUT DON'T FORGET TO SELL HIM ON THE H.G.FISCHER COMPANY (that's where you have competition licked):  
(a) Educational Dept. (b) our magazine (c) monthly clinics (d) yearly convention, etc.

(4) I always admit, should the question come up, that our competitors make good equipment (but I always show him where our product is superior ---- has been out longer ---- we make more than anyone else ---- and we are conceded to be the P. T. headquarters of America, etc. etc.)

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(5) I always tell him that competitive salesmen (should he ask me about some man) are wonderful fellows, and I usually continue by saying that it's a shame they don't know technique. Then I show him why he should buy from me. BECAUSE I am with Fischer, have had the training, know more about technique (Why shouldn't we when almost all the big fellows have our equipment and most of the popular techniques used today have been developed on Fischer Apparatus).

Then DOCTOR remember this ---- no matter what machine you buy it doesn't make any difference, because in principle they are all practically alike, YOUR SATISFACTORY RESULTS, YOUR ABILITY TO DUPLICATE THE RESULTS YOU READ ABOUT AND YOUR INCOME depends on how well you can use your machine, and if my competitor can teach you better than I can, I want you to buy his machine. But he can't teach you better because he hasn't had the training nor is he in touch with the big men that we are because almost all the big men have Fischer equipment. We are in continual touch with them, and if you don't believe me here's a copy of our monthly magazine which goes to all our users, and I want you to tell me of any other company that takes care of the doctor AFTER the sale is terminated like we do. What other company sends you a wonderful magazine like that, maintains an educational department; puts on monthly clinics; puts on a yearly convention that last year cost us \$17,000.00. What other company does that?

And sixth I would say, never call on a doctor with the idea that physiotherapy is next to a cure-all ---- stay away from the word "cure" entirely. If he asks me about some pathology I usually state whether or not diathermy is "indicated" there or not, according to some physician he or I may know or according to some reprint that I might have on hand.

I am a great one for carrying reprints, clippings, articles, medical magazines, and subjects clipped from medical books where I can get at them in my brief case. You should

see the size of my bag. I make it my business to continually collect them. Its surprizing how many articles are run in our daily papers under the "health column" on quartz light and everyone usually reads them.

You know its great when you can see by a prospect's countenance that he doubts you and you open your bag and show him some Fischer reprint or some article, or newspaper clipping (I used the one on Red Grange in the Chicago Tribune getting his arm fixed up with diathermy AND HE PLAYED FOOTBALL THE NEXT DAY quite a bit, when he was in vogue) and you get the prospect's confidence, and he imagines you probably do know something about the subject.

(7) Another stunt I pull while interviewing the prospect is to call some one of my satisfied users nearby and get him to tell the wonders of diathermy for me, to my prospect over the phone. However, be careful when you do this; feel the doctor out first and make sure they are not deadly competitors.

(8) I had worked for Fischer about two weeks when suddenly it dawned on me one day that in this game time is money, and if I ever expected to make real money selling diathermies and the rest of our line I had to get volume. Unfortunately we are handicapped by the doctors office hours many times, so I usually phone a number of doctors offices early in the day so I can line up my work so as to be in the various offices at the tail end of their hours. Even so, that never paid as well as wearing out shoe leather in the evenings after the last patient had beat it, planning on getting in the doctor's office about 8 P.M. Having no territory in Chicago in the early days, considerable of my commission was spent in hard earned carfare trying to get orders and then spending more money installing orders. This plus the time lost making two trips, was a problem to me, even after I was lucky enough to get the order.

So I made a peddler out of myself, and carry

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the stuff in the car, - call, sell, install and demonstrate at one crack, because it saves time. I've never hurt a "G" or a cart carrying them several hundred miles over bad roads, nor have I harmed a Morse Wave Generator, and I have never broken an AC Hanovia Burner yet, carrying it on the floor of the seat beside me, in our regulation crate. I usually wrap the "G's", etc. in an old blanket.

Carrying the stuff with you, not only gives you many more hours per week but the doctor sees what he is buying, (no photo ever does justice to any piece of electrical equipment) and when you hit him "cold turkey" and get his enthusiasm all worked up, go down and pull the stuff out of the car and demonstrate before he cools off and decides to sit down and write for catalogs from every diathermy manufacturer who advertises in the AMA. I know because I've had it happen. I've called on a man without my car, got him all worked up, couldn't close him, and when I got back there two weeks later to get the name on the dotted line, found him all loaded with our competitors arguments against our product.

If you carry the stuff right in the car, put it in, demonstrate on his patients, etc., he never thinks about other machines that might be made by someone else. Treating patients in his office and telling them to come back the next day makes getting settlements easier than NIGHT.

Even if he doesn't settle that night he feels under obligations to you for cutting up the block tin, using the soap, and cutting up the elastic bandage, etc., plus your time, and that, plus pressure and all the other arguments you have usually brings home the bacon. Always carry extra soap (in new tubes) block tin and elastic bandage with you, so if you fall down on a man, your outfit is ready for the next man that will let you work on his patients. However, I want to say this, that in my experience whenever a man would let me do all these things plus TREATING his patients the

machine usually stuck. In fact just FOUR men have turned me down after doing all these things since I've been with the company. That doesn't mean I've just yanked out four outfits, because I have bad accounts too. The bad accounts I don't include because I actually got SETTLEMENTS on them, and the fact that they fell down several months afterwards was not my fault.

(9) There are many times I wish I had the nerve of my good friend Mr. Hunt of Detroit Office and could sell diathermies on the surgical side of this intensely interesting subject. But unfortunately I have a confession to make - I have never co-agulated a tonsil or a hemorrhoid in my life. One reason is the fact that when I am carting machines thru the wilderness I can't afford to wait in a town long enough for the doctor to decide whether or not the end result of tonsil co-agulation compares favorably with his regular surgical procedure. So about as far as I get with the surgical end of the machine is a quarter's worth of beef from the butcher shop and a demonstration on that.

Naturally when demonstrating diathermy machines that wear out good rubber casings, I usually ask the doctor to get medical cases for me to work on, which I know I can show results in 30 minutes per patient, and I ask him to procure for me patients that presumably have the following pathologies, any one of them.

Lumbago

Inflammation of the sciatic nerve

Dysmenorrhea

Arthritis cases (not arthritis deformens)

Sprains

Contusions

Bursitis cases

If I roll in the machine at 2 and can treat a half dozen of these cases for him, at supper time he'll wonder where he has been all his life. Now you see if I asked for simple goiters, gonorrhreas, ankylosed joints, fracture cases, etc. etc., I couldn't show him any spectacular results the first day I

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treated them, altho we all know diathermy does a great deal for these unfortunates in a comparatively short time.

I always make the doctor buy a loose leaf note book and have HIM draw pictures of the connections, etc., for the various techniques so he'll quickly get the hang of the machine.

The reactions of your demanding that he buy a loose leaf note book leads him to believe that you are very probably a master of your subject. Then after he's bought the machine, proceed to teach him ALL YOU KNOW.

DON'T MAKE THE TERRIBLE MISTAKE OF RUNNING AWAY FROM HIM and for goodness sake don't tell him you are in a terrible hurry and must get to Blanksville by 4 P. M. or 9 P. M. or NOON. Lead him to believe you are there until he's mastered the subject, then call on him until he does master it, then tell him he's on your STAFF as a prospect scout and if you treat him white believe me he'll fight for you.

Always remind him of his promise to be on your staff and tell him you are holding up your end by cleaning his gaps and wiping off the glass on his meter (in other words I mean actually giving him service tinkering around his machine, making SURE everything is 100% OK) but he is falling down on his end - "Where are the prospects he promised?" If you don't believe this works, write to Mr. Mathis and ask him how many equipment orders I have received OVER THE PHONE from men I never had seen or heard of.

However don't tell him how much you make on a machine, but lead him to believe you can only make a decent living if he holds up his end and talks diathermy to the fellow in the next town so you can sell him without spending too much time with him.

(10) So last but not least, by any means, I want to impress on you the amount of good you can do yourself financially by continually taking care of the men you have sold by keeping them peped up, happy and satisfied.

E. W. ERIKSSON

Inasmuch as I promised Mr. Mathis sometime ago to write an article (goodness only knows why he picks on me) on the competitive sculling of HANOVIA QUARTZ Lamps and how to teach a doctor to get the results he can rightfully expect from an ultra-violet lamp, I'll stick to diathermy today.

My favorite technique is the SIMPLE GOITER work we can do with either a "G" or a Senior. It does not work satisfactorily in TOXIC or EXOPHTHALMIC Goiters, in fact I know it does them harm, - especially the Toxic types. So to start be sure of your diagnosis. Give 600 MA to the neck A and P by means of the new style clamp electrode (well soaped) for 5 or 6 minutes. Wipe off the soap and powder the neck or goiter with talcum and use the glass HF surface electrode on the goiter by means of footswitch control until the goiter becomes pink. Light the Sands Iodine Vaporizer (we have them in stock at \$5.00 complete) for EXACTLY (very important) 2 1/2 minutes and spray iodine on the goiter until a light brown color. These fumes are absorbed into the tissue very rapidly, so if your technique has been right the neck is clean (all iodine absorbed in tissue) in 3 minutes after the treatment is over. You will find iodine in the urine one hour after the treatment. Treat them two times a week, never oftener and 8 to 15 treatments usually does the work.

In discussing high blood pressure cases with a doctor, always explain that all you can do is give them relief for a comparatively short time, and that they must be given treatments periodically to keep them out of danger. The Senior works best I think tho the "G" should work very well. With men who have many of these cases I usually hold out until I get a Senior order from them, by showing them Grover's reprint we have on "Hypertension", where he says in plain language to buy a big machine for this class of work. It would be well for all the boys to carry this reprint as an excellent argument for buying a Senior. How Many Of you have read the wonderful reprints the company gives away free to MD's? Boy, they are a

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medical schooling in themselves. Read them.

## TECHNIQUE

Use the High Voltage Diathermy connections and have the patient lie on the cushion (clothing intact) which is connected to one side of the machine and the nickle plated handle which the patient holds in his or her hands (lying down) connected to the other side of the machine. First treatment 20 minutes only at 300 MA to see how the patient reacts. Sometimes the doctor completely overlooks some foci of infection, which a full dosage will stir up considerably, so I usually feel my way on the first treatment. If I get no reaction I give 500 MA for 30 minutes the second day and continue this setting of technique for 10 consecutive days. The patient at the end of the 10th treatment should have a blood pressure low enough to be out of danger (I mean by that low enough so as to be out of danger of having a stroke). I never hope to get the B. P. down to normal if the patient is elderly or has a deposit of mineral on the inside of the arteries. I think a great deal of the "H.B.P. Technique", tho, many physicians do not think it worth much. There's nothing a physician can do except diet the patient, and honest men will tell you that's not worth much, and that diathermy will relieve the symptoms, which are usually very disagreeable, with this pathology, gives them a tool with which to keep the patient alive that much longer, in my estimation.

## PROSTATITIS CASES

I want to refer to the prostatitis cases we have in elderly gentlemen who must urinate a great number of times every night. By using the Prostatitis Electrode covered with KY jelly and inserted into the rectum so that the flat side of the electrode rests against the prostate, and using the Medium Voltage terminals with a large mesh on the abdomen, you can do wonders for them and they are grateful to the doctor forever after. About ten treatments finds them urinating twice a night and twenty treatments not at all, if they urinate before retiring.

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I treat for 30 minutes giving about 104F or 105F (higher if they can comfortably stand it) on the thermometer. Sims position or have them lie on their backs. Treat daily for ten treatments then rest them a week and treat ten more times.

## Pelvic Disturbances in the Female.

I have a great deal of respect for Chapman's electrode. By cutting an immense block tin electrode that covers the whole female abdomen and inserting the Chapman's electrode in the vagina under the cervix proper (it can easily be done without the use of a speculum) and by treating at the ABDOMINAL toleration of the patient, wonders can be done for women who have pelvic congestion of any type, ovarian menorrhagia, endocervicitis, etc. I treat them daily for 30 to 45 minutes for ten treatments and then give them a weeks rest before starting another series of ten treatments using the medium voltage connections. I have found the Corbus endocervicitis electrode to be absolutely worthless in the FEMALE. (it is useful however in chronic GC infections in the male)

## LUMBAGO, SCIATICA, DYSMENORRHEA, ETC.

Undoubtedly these techniques are all familiar to you, merely placing one electrode on the abdomen and the other over the lumbar region of the spine, placing the smaller of the two electrodes over the region of the pain. In lumbago, place small one over the seat of the trouble on the spine, in dysmenorrhea, small one over the pubis and large one over the spine, etc., etc., in inflammation of the sciatic nerve, one electrode over the back of the hip and the other on the outside of the knee, placing the smaller electrode over the region the patient complains about the most. I treat these cases daily for 30 minutes. Very few treatments clean these cases up nicely.

E. W. ERIKSON

Chicago, Ill.  
4-27-26